Maryland Integrated Map (MD iMap)

Governance

Version 1.0

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Record of Changes

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1.0		MD iMap Executive Committee

Table of Contents

TABLE OF FIGURES

TABLE OF TABLES

CHAPTER 1 INTRODUCTION

1.1   MD iMap Background

Since the early 1990's, the Maryland GIS community, working through the Maryland State Geographic Information Committee (MSGIC) and lead by several key state agencies (Departments of Transportation, Environment, Natural Resources and Planning), has developed and implemented plans for the key elements of a statewide basemap. The elements include transportation features, imagery, elevations, parks and other protected lands, feature/place names and boundaries. Where available and appropriate, existing resources were utilized, such as scanned images of standard US Geological Survey 7.5' Quadrangle maps. Over the years these elements were designed to work with each other to the extent practicable.

At the July 31, 2007 BayStat meeting, Governor O'Malley outlined his vision for a statewide basemap that would serve Maryland agencies and be a model for other state's who might be grappling with similar issues and needs. The Governor's Acting Geographic Information Officer (GIO), Ken Miller, was tasked with developing the model and timeline for implementing the Governor's vision of a statewide basemap for Maryland.

Since the Governor's direction, a collaborative effort has been made by multiple levels of government (State, Regional, County and Municipal) to build out the MD iMap program. For example, the base infrastructure for MD iMap was purchased using a combination of State and County funds; a number of datasets (e.g. address/centerline, imagery and parcels) have or are being developed in a coordinated manner; and representatives from each level are participating in the development of MD iMap policies, procedures, standards and guidance documentation.

1.2   Introduction to MD iMap Governance

MD iMap Governance establishes the rational for the development, use and acceptance of MD iMap related systems and resources and is an essential element of a successful MD iMap program. It provides the structure and support for implementation and management of MD iMap to ensure the program vision and objectives are achieved.

MD iMap Governance does not control what decisions are made as an outcome of using the MD iMap resources. Rather it is responsible for providing the policies, procedures, and guidance regarding the development, use and acceptance of MD iMap resources.

MD iMap Governance provides a framework for specifying decision rights and accountabilities to encourage the desirable behavior from the use of the MD iMap resources. It is the institutionalization of an organizational structure and processes to guide how individuals and groups collaborate to make an effective MD iMap set of resources.

The purpose of MD iMap Governance is not intended to control and/or restrict. It is intended to enhance collaboration; build consensus, coordination and a consistent infrastructure; simplify implementation; promote interoperability; and, generally provide for greater GIS related efficiencies across the State of Maryland.

1.3 Scope

The MD iMap Governance consists of the following major elements:

- MD iMap Governance Model – Defines the governance structure, the individual roles and responsibilities.
- Metrics – Defines the ruler used to measure the performance of the EA.

These elements describe the approach for developing and managing MD iMap resources and measuring the effectiveness of the program.

1.4 Audience

The audience for this document is:

- State Geographic Information Officer (GIO)
- MD iMap Program Committee members
- MD iMap Stakeholders
- Maryland government GIS personnel
- Maryland GIS vendors
- Others as determined by the MD iMap Executive Committee

1.5 Terms, Acronyms and Abbreviations

A description of terms, acronyms and abbreviations included in this document can be found in the MD iMap Glossary.

1.6 Additional Readings

Additional MD iMap Program documentation can be found on the MDiMap portal.

CHAPTER 2   MD IMAP GOVERNANCE MODEL

This chapter describes the MD iMap Governance Model, which consists of the following:

- **Structure** – The Governance structure contains various positions and committees and their interrelationships.
- **Responsibilities** – Governance responsibilities are the primary tasks assigned to each position or committee.

2.1   MD iMap Governance Structure

The MD iMap Governance Structure is a virtual organization composed of staff from several government representatives in the State. As illustrated in Figure 1, the MD iMap governance structure is comprised of positions and committees and their interrelationships.
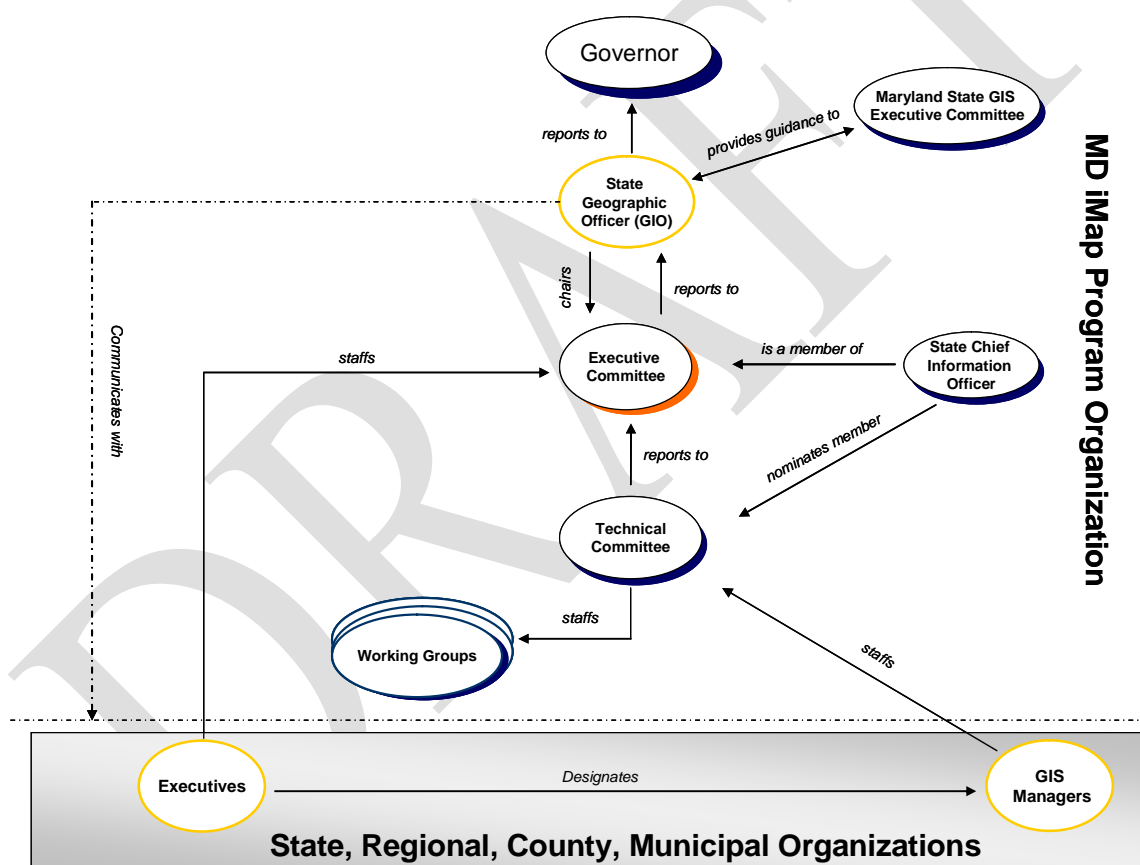
Figure 1: MD iMap Governance Structure

2.2   MD iMap Governance Responsibilities

This section describes the responsibilities of each position and committee within the MD iMap Governance Structure.

3

Table 1: Responsibilities Matrix

Governance Position/Committee	Responsibilities
Governor	§ Provide MD iMap strategic direction via State Goals and Action Plans. § Promote, advertise and market the applications, capabilities, benefits and results of the MD iMap program.
State Geographic Information Officer (GIO)	§ Ensure that MD iMap program supports the Governor's 15 Strategic Policy Goals. § Facilitate and coordinate the planning, implementation and maintenance of the MD iMap program (policy, procedures, standards and applications). § Chair the Executive Committee. § Recruit Executive and Technical Committee membership. § Appoint Technical Committee Chair(s). § Provide oversight for the development of the MD iMap program. § Monitor MD iMap metrics. § Establish and manage an MD iMap communication plan. § Provide MD iMap education. § Maintain a liaison relationship with State, Regional, County and Municipal organizations. § Promote, advertise and market applications, capabilities, benefits and results of the MD iMap program. § Assist in the identification and capturing of funding to support the MD iMap program.
Executive Committee	§ Approve MD iMap Policies, Procedures and Guidance § Resolve issues identified by the Technical Committee. § Provide recommendations and technical support to budget approving authority. § Identifying and obtaining funding to support the MD iMap program. § Appoint and assign appropriate resources to oversee the development, maintenance, use and promotion of the MD iMap program. § Provide recommendations to the Technical Committee on MD iMap policies, standards and other deliverables. § Promote, advertise and market the applications, capabilities, benefits and results of the MD iMap program.
Technical Committee	§ Facilitate the development of MD iMap contents, policies and procedures. § Establish and monitor MD iMap metrics. § Staff Work Groups. § Provide MD iMap program status reports to the Executive Committee. § Resolve issues identified by the Work Groups.

Governance Position/Committee	Responsibilities
	§ Ensure consistency in Work Group developed contents, policies and procedures.
	§ Submit MD iMap resources developed to Executive Committee.
	§ Submit recommendations to the MD iMap Executive Committee for changes, additions or exceptions to MD iMap resources.
	§ Identify MD iMap related issues and submit them to the Executive Committee.
	§ Ensure quality and currency of MD iMap resources.
	§ Review and provide advice on GIS related projects.
	§ Provide planning and oversight support for organizations' GIS projects.
	§ Provide advice and counsel on GIS related issues associated with organizations' projects.
	§ Review organizations' GIS projects to ensure they conform to the MD iMap program policies.
	§ Promote, advertise and market the applications, capabilities, benefits and results of the MD iMap program.
Working Groups	§ Appoint a chair, who will lead the effort.
	§ Develop assigned MD iMap contents, policies and procedures.
	§ Coordinate efforts with other work group efforts.
	§ Identify work group related issues and submit them to the Technical Committee for resolution.
State Chief Information Officer (CIO)	§ Ensure that MD iMap program supports the Governor's 15 Strategic Policy Goals.
	§ Ensure that MD iMap program is consistent with the State's IT Master Plan.
	§ Promote, advertise and market the applications, capabilities, benefits and results of the MD iMap program.
	§ Provide recommendations and technical support to budget approving authority.
	§ Provide a staff member to support the Technical Committee.
Executives	§ Participate on the Executive Committee.
	§ Maintain a liaison relationship with the State GIO.
	§ Assure appropriate resources are available for participation on the Technical Committee.
	§ Coordinate organization assigned projects.
	§ Ensure the organization's GIS project(s) align with the MD iMap program.
	§ Ensure that the organization's GIS policies and standards are in alignment with MD iMap policies and standards.
	§ Promote, advertise and market the value and effectiveness of the MD

Governance Position/Committee	Responsibilities
	iMap program.
GIS Managers	§ Participate on the Technical Committee. § Maintain a liaison relationship with the State GIO. § Promote understanding, acceptance and use of MD iMap resources within the organization. § Submit tools and data for inclusion in the MD iMap resources. § Ensure conformance of organization GIS implementations with the MD iMap. § Provide organization project statuses to the Technical Committee. § Provide advice on organization GIS strategic planning. § Communicate organization GIS needs to Technical Committee. § Promote, advertise and market the value and effectiveness of the MD iMap program.
Maryland State GIS Executive Committee (MSGIC)	§ Communicate GIS issues to the State GIO. § Communicate information received from State GIO to respective MSGIC caucuses. § Advise on statewide GIS planning. § Provide advice and support for statewide GIS issues. § Promote, advertise and market the applications, capabilities, benefits and results of the MD iMap program.

CHAPTER 3 METRICS

Best practice indicates that a sound program has the ability to measure its value. To ascertain value, it is important to establish metrics. Metrics are the terms in which the program will be evaluated and are used to determine the measure of effectiveness (MoE) of the program.

It is critical that the metrics are established early and that they relate to both IT and the business. In addition to metrics for the entire MD iMap program, metrics should be developed for each MD iMap artifact or component as it is developed. This will allow each artifact to be assessed for its value to the program and its stakeholders. Those artifacts that do not demonstrate value may be altered or eliminated from the MD iMap program in the future.

The purpose of MD iMap Governance is to provide structure and support for the implementation and management of MD iMap to achieve the program vision and objectives. Metrics have been identified to focus on 1) the use and maintenance of the MD iMap resources, 2) how well the program has been communicated to users and 3) the level of IT investment compliance with MD iMap.

The following are the metrics that have been identified for each area that will be used to determine the value of the MD iMap program:

1. Use and Maintenance of the MD iMap resources:

   - Number of users that utilize a MD iMap tool in the current year compared to the prior years
   - Number of tools that are submitted for inclusion as a MD iMap tool offering in the current year compared to prior years
   - Number of tools that are utilized in the current year compared to prior years
   - Number of datasets that are utilized in the current year compared to prior years
   - Number of datasets that are submitted for inclusion as a MD iMap dataset offering in the current year compared to prior years

2. EA Communication:

   - Number of times the MD iMap portal is accessed in the current year compared to prior years

   - Number of GIS projects that interact with the Technical Committee during the initial stages of the project in the current year compared to prior years

3. IT Investment alignment with EA:

   - Number of GIS projects that are deemed compliant with the MD iMap program policies by the Technical Committee in the current year compared to prior years

   - Number of GIS projects that use resources that exist within the MD iMap in the current year compared to prior years

These metrics can be measured by either reviewing access logs in MD iMap portal or conducting annual surveys.